

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Conopco, Inc.		11/21/2006	CORPORATION: NEW YORK

## RECEIVING PARTY DATA

Name:	Unilever Supply Chain, Inc.
Street Address:	1 John Street
City:	Clinton
State/Country:	CONNECTICUT
Postal Code:	06413
Entity Type:	CORPORATION: DELAWARE

## PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Serial Number:	78550031	AXE DRY GLIDE
Serial Number:	78160424	RE-LOAD
Serial Number:	78392708	AXE SHAKE TO WAKE
Serial Number:	78150909	AXE PULSE
Serial Number:	78349710	AXE NERVE
Serial Number:	78393011	AXE FULL CONTACT
Serial Number:	78392710	AXE SHAKE 2 WAKE
Serial Number:	78413968	AXE PULSE

## CORRESPONDENCE DATA

Fax Number: (203)625-2370

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Email: ken.leonard@unilever.com

Correspondent Name: Kenneth C. Leonard

Address Line 1: 33 Benedict Place

Address Line 4: Greenwich, CONNECTICUT 06830

TRADEMARK

900063091

REEL: 003431 FRAME: 0732

CH \$215.00 78550031

NAME OF SUBMITTER:	Kenneth C. Leonard
Signature:	/Ken Leonard/
Date:	11/21/2006
Total Attachments: 1 source=axeassignments#page1.tif	

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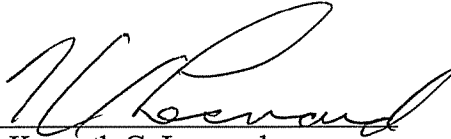
WHEREAS, CONOPCO, INC., a corporation duly organized and existing under the laws of the State of New York with offices at 205 N. Michigan Avenue, Chicago, IL 60610 (hereinafter "Assignor"), is owner of rights to the trademarks listed on Schedule A (the "Trademarks"); and

WHEREAS, UNILEVER SUPPLY CHAIN, INC., a corporation duly authorized and existing under the laws of the State of Delaware with its offices at 1 John Street, Clinton, CT 06413 is desirous of acquiring the Trademarks.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor does hereby assign to Assignee all right, title and interest in and to said Trademarks together with the goodwill of the business symbolized by said Trademarks.

IN TESTIMONY WHEREOF, ASSIGNOR has caused this Assignment to be executed effective as of this 21<sup>st</sup> day of November, 2006.

CONOPCO, INC.

By:   
Kenneth C. Leonard  
Assistant Secretary